Kresge News

For and About People of the S. S. Kresge Company

VOL. 27, NO. 1

JANUARY-FEBRUARY, 1969

Wade; Little Are Buyers

Richard C. Wade has been appointed senior buyer of housewares. Gilbert H. Little, former assistant regional manager in the Southern Region, succeeds Mr. Wade as senior buyer of notions, decorative flowers and hair goods. The appointments were announced by Claude M. Booker, executive vice president for merchandising.

Mr. Wade became associated with the Kresge Company in 1934. During his career he has managed five stores, served as a superintendent of stores and sales promotion manager of Division I for Kresge stores. He became a buyer in 1966 and was promoted to a senior buyer in 1968.

Mr. Little joined the Kresge organization in 1936. He managed stores 572, Detroit, Mich.; 94, Toledo, O., and 543, Monroeville, Pa. He served as a district manager in the Eastern and Southern Regions and was regional merchandise manager in the Southern Region. In January of 1968 he was promoted to assistant regional manager.

R. C. WADE

G. H. LITTLE

H. O. SCARLETT

R. E. DUNCAN

E. C. ANDREWS

M. G. PARSONS

Scarlett Heads Construction; Duncan Retires

Harold O. Scarlett will become manager of the construction department on February 1. He will succeed Russell E. Duncan who retires January 31. Mr. Scarlett's appointment was announced by Fred K. Nieman, executive vice president for operations and store management.

Mr. Scarlett joined the company in 1952 as air-conditioning engineer. In 1955 he was named chief mechanical superintendent and in 1965 he moved into the post of assistant manager of the construction department. He is a registered professional engineer, a member of the Engineering Society of Detroit and a member of the American Society of Heating, Refrigerating and Air-Conditioning Engineers. Mr. Scarlett supervised the fifth floor addition to the Detroit Office.

Mr. Duncan's retirement completes 33 years of Kresge service. He became affiliated with the company in 1936 as a construction superintendent. In 1945 he was promoted to supervisor of public utilities and in 1949 to assistant manager of the construction department. He has headed the construction department since 1954.

'69 K mart Growth Starts in January

1969 K mart expansion began January 30 when K mart 4490 opened in San Juan, Puerto Rico.

Three grand opening ribbons will fall in February. On the sixth, 4282, Industry, Calif., and 4284, Rialto, Calif., will open to the public. On February 27, 4246 makes its debut in Chattanooga, Tenn.

December Sales Up 23.5%

The company reported a 23.5 percent increase in sales for four weeks ended December 28, 1968, a 79th consecutive monthly volume record, and a 25.2 percent increase for the first 47 weeks of the fiscal year.

Kresge's sales figure for the four weeks was $275,238,415. This compares with $222,935,536 for the same period in 1967. It was an increase of $52,302,879.

The sales figure for the 47 weeks was $1,604,176,458. This compares with $1,281,249,495 for the same period in 1967. It was an increase of $322,926,963.

NEW HOME of the Western Regional Office is this modern building near greater Los Angeles.

Cunningham Announces:

'Kresge is moving to Troy, Michigan.

We regret the necessity of this move... but our assured future growth has forced us.'

A new Kresge administration building location in Troy, Mich., has been announced by Chairman and President Harry B. Cunningham. The company's new general offices will be located on a 30-acre site at the northwest corner of Big Beaver and Coolidge Roads near I-75, approximately 20 miles from downtown Detroit.

Mr. Cunningham told Detroit Office employees:

"As you know, the addition of a fifth floor to the Detroit Office and the splintering of our data processing and credit divisions offered temporary relief for our space problem, but assured future growth has forced us to find a more permanent solution through major expansion of our present building or acquiring enlarged headquarters elsewhere.

"Until recent months we were tentatively planning to remain at our present location in Detroit. However, after further study, including an inspection of the new J. C. Penney building in New York, it became apparent that it would be impractical either to enlarge our present structure or construct a new multiple-floor building in the inner city.

"Our exploration of outlying sites has been limited to parcels of at least 30 acres with accessibility from the expressway network and acceptable travel distances for the majority of our employees. While none of the available locations was found to be ideal from all standpoints, the Troy site most nearly met all of our requirements.

"We regret the necessity of this

(Continued on page three)

SRO Positions Go to Andrews And Parsons

Edward C. Andrews and Maxwell G. Parsons have been promoted, respectively, to assistant regional manager and regional merchandise manager in the Southern Region. The assignments are effective February 1.

Mr. Andrews' appointment was announced by Fred K. Nieman, executive vice president for operations and store management. Mr. Andrews, presently merchandise manager in the Southern Region, began his Kresge career in 1949 at Kresge 310, Newport News, Va. Since his appointment to the management of his first store, 235, Washington, D.C., in 1955, he has managed four stores and served as a district manager in the Southern Region.

Mr. Parsons' appointment was announced by Claude M. Booker, executive vice president for merchandising. Mr. Parsons, presently a district manager in the Southern Region, entered Kresge's employ in 1952 at Kresge 344, St. Louis, Mo. He managed six stores including K marts 4017, Houston, Tex.; 4053, Charlotte, N.C., and 4093, Madison, Tenn., prior to becoming a district manager in 1966.

WRO Moves To New Site

Senior Vice President John B. Hollister announced the signing of a long-term lease for new office facilities for the Western Regional Office. The recent growth and the planned future expansion of this region, which covers 11 Western states, necessitated a move to larger quarters.

The new office is the administrative headquarters for 49 K marts and 19 Kresge stores plus all future stores to open in the region. The Western Region is under the direction of B. M. Fauber, vice president.

The new offices are located on LaCienega Boulevard near Imperial Highway in Los Angeles, Calif. This site was chosen because it offers a central location for the operations of the region. It is near the greater Los Angeles area and affords easy access to Los Angeles International Airport.

The Kresge Company initially occupies 9,500 square feet of space with room for expansion. The two-story building will also house the Western offices of K mart Enterprises, Inc. and Holly Stores, Inc. Space is also being provided for a Western Region credit office.

E. James Haglund, former president of K mart Sporting Goods, is now president of K mart Enterprises, Inc., a subsidiary formed in November of 1968.

C. E. Boyd, vice president, merchandising, listens to a conversation of Donald E. Hodgson, general manager and executive vice president, automotive division.

This Is K mart Enterprises, Inc.

Kresge's Sporting Goods And Automotive Subsidiary

K mart Enterprises, Inc. was formed in November of 1968 out of K mart Sporting Goods and an added automotive department. Although the corporation, a subsidiary of the Kresge Company, is less than five months old, President E. James Haglund is talking about expansion.

Plans are being made for construction of more office space. In late 1969 an additional 44,000 sq. ft. of warehouse space will be available when a lease from an outside firm expires.

Ernest T. Adamson is the general manager and executive vice president of the sporting goods department. This department demands most of the office space and warehouse for its operation.

Part of the need for expansion is due to the automotive division, still in its infancy. F & G has been the licensed operator of the majority of K mart automotive departments since their inception and will continue to operate its present units. In February K mart Enterprises, Inc. will begin operation of all new K mart auto departments. The first two to open are in City of Industry, Calif., and Rialto, Calif.

Donald E. Hodgson, general manager and executive vice president of the automotive division, considers being part of a Kresge "first" exciting, ". . . a new experience for everyone". Mr. Hodgson was recently promoted from the post of senior buyer of ready-to-wear for the parent company.

Although the division is but a few months old, Mr. Hodgson said all merchandise assortments and selections are complete. National brand lines are expected to stimulate sales activity in this department. Merchandise storage is not a problem since only reference samples are stored in the Enterprises' warehouse. Merchandise is shipped directly from the manufacturers' warehouses to K marts as they are opened.

Mr. Hodgson briefly discussed new ideas being integrated into the operation of the automotive division. One is to train automotive department managers so they become merchants and can reorder stock weekly or bi-weekly to improve stock turns and profits.

Mr. Hodgson's division is also developing an improved auto music center featuring tapes and tape players. Such centers are becoming prime requisites in all major automotive departments. Mr. Hodgson believes this line, where properly promoted, can and will afford sizable increases in volume and profits.

Although it is too early to make any major predictions about this division, Mr. Hodgson is enthusiastically tending to K mart Enterprises' first two automotive units in California and is looking forward to all future auto units.

Three of Mr. Hodgson's right-hand-men are C. E. Boyd, vice president, merchandising, who is ably assisted by Lorin Volmer, and Dore Montes, operations manager in charge of accessories and service departments at the store level and employment of mechanics for service departments.

Two years ago K mart Sporting Goods and its 130 employees moved from a small, sparsely equipped office on Main Street, Royal Oak, Mich., to a spacious 133,000 sq. ft. building in the industrial area of Royal Oak. Now, as K mart Enterprises, Inc. with 180 employees, newer, bigger and better machines and equipment are an essential part of the growing business.

In a 60,000 sq. ft. store room where stock was once moved in shopping carts, there are now conveyors, fork lift trucks, flat trucks, three Toledo scales and steel carts designed and made especially for K mart Sporting Goods.

The printing department has been revolutionized in two years, also. In the old days of 1966, the print shop was a man's domain. A few employees ground out all printed material on a single ditto machine. Supplies were stored in a lone metal cabinet. Today, producing printed matter is easier and less time consuming with the use of modern printing presses and a collator. In addition, a dark room was built about a year ago. There is plenty of room for supplies throughout the print shop. And for the first time a female, Jane Pinkston, has been hired as offset machine operator.

The accelerated pace of business growth makes it necessary for the data processing department to employ a new method of computing about once every 11 months. The computer record system at K mart Enterprises, Inc. has recently changed from small cards to disc packs, eliminating rows of file cabinets used for card storage. The disc pack system will probably be replaced with another method after the expansion of the automotive division.

Modern technology did not spare even the filing and invoice department. Since invoices and other accounting forms must be filed for four years, a problem was created by the presence of space-consuming file cabinets. Today accounting records are photographed on microfilm and stored in a fraction of the space once used by file cabinets. Prints can be made off the microfilm easily and quickly.

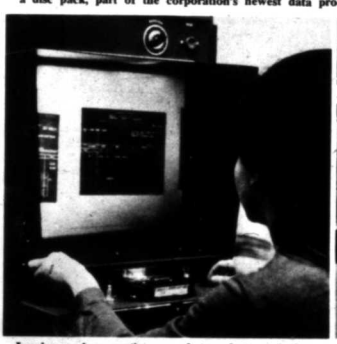
A neighborly atmosphere prevails throughout K mart Enterprises, Inc. There is an air of "busy-ness" and efficiency. Yet amid the hustle of the work-day, employees in the tidy offices are just as eager to render a hearty welcome to visitors as they are to lend a helping hand to each other.

This is K mart Enterprises, Inc.

All sporting goods and reference samples of the automotive division are stored in this warehouse. The warehouse is part of K mart Enterprises, Inc. main office in Royal Oak, Mich.

Approximately every 11 months K mart Enterprises, Inc. employs a new method of computing. Here Bob Sturdivant (left) and John Schick inspect a disc pack, part of the corporation's newest data processing method.

Ernest T. Adamson is the general manager and executive vice president of sporting goods department.



Invoices and accounting records are photographed on microfilm to save space at K mart Enterprises, Inc.

Employees weigh merchandise on Toledo scales. Three scales are only part of modern equipment in warehouse.

Sales Executives Call Cunningham Executive of '68

Chairman and President Harry B. Cunningham was named the 1968 Marketing Executive of the Year by the Sales/Marketing Executives of Detroit. Mr. Cunningham was honored on November 19 at the 16th Annual Top Management Luncheon.

In relating Mr. Cunningham's rise from store manager to chief executive officer and his creation of the K mart concept, the Sales/Marketing Executives of Detroit noted:

"K mart meets the specific needs of each community. But all K marts have one thing in common — adherence to Cunningham's information about the modern housewife's shopping habits. 'The shopper of today might be saving to send the children to college, to buy a vacation home, or to take a trip to Europe,' Cunningham said. 'A savings program must be in the budget, but there is no savings where you disregard quality.' Therefore, Cunningham reasoned, K mart would sell only first quality goods.

" 'Study has also shown that most customers were willing to wait on themselves,' Cunningham said. 'They are used to it from grocery supermarket experience and now most shoppers prefer self-service.'

"Time has proven Cunningham's appraisal correct. K marts are the strongest and still the fastest growing practitioners of merchandising. As a side benefit to the public, their success has had a profound effect on the betterment of the entire retail industry."

Troy Is Site Of New Offices

(Continued from page one)

move. In addition to our sentimental attachment to the present building, which has been a second home to many of us for years, there are numerous obvious reasons for our preferring to stay in the City of Detroit.

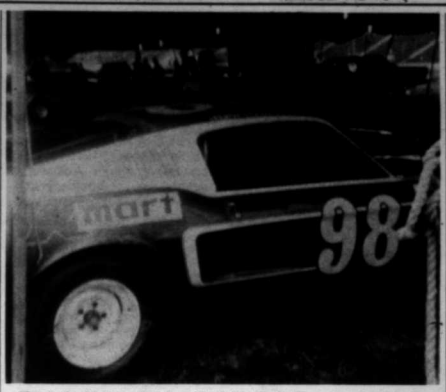
"On the other hand, there will be many more modern, convenient, efficient, comfortable and attractive features of our new home. Architectural plans are incomplete, but the initial stage of the new building will provide approximately 500,000 square feet of space with substantial expansion capability. Construction will start late this year with completion scheduled for 1971."

Claude M. Booker, executive vice president for merchandising, has been given overall responsibility for coordinating all plans for the Troy building. He is being assisted by Russell E. Duncan who retires as head of the construction department on January 31.

Dejaeghere Gets Western Field Post

Ronald R. Dejaeghere, former manager of K mart 4121, Denver, Colo., was appointed a district manager in the Western Region. The appointment, effective December 2, was announced by Fred K. Nieman, executive vice president for operations and management.

Mr. Dejaeghere joined the Kresge Company in 1949 at Kresge 226, Grosse Pointe, Mich. He was promoted to the store management field in 1959 at Kresge 239, Chicago, Ill. Since that time he has managed seven stores including K marts 4069, Casper, Wyo.; 4131, Englewood, Colo., and 4187 and 4121, Denver.



This is the Mustang that four Charlotte, N. C., K marts entered in the annual "National 500 and Carolina 250 Stock Car Races" last September.

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Charlotte K marts Promote National 500; Carolina 250

The thrill of excitement overtook the town of Charlotte, N. C., on September 3, 1968, the day of the "National 500 and Carolina 250 Stock Car Races". This was the second of two NasCar racing events held in Charlotte each year with K mart as a major promoter.

Stores 4053, 4060, 4137 and 4251 planned extensive promotional activities for the week preceding the races, including entering a car in the GT Race and the National 500. Drivers Bud Moore and Lee Roy Yarbrough visited stores along with Vivica Wilson, Miss Charlotte Motor Speedway. Hundreds of fans met the drivers, received autographed pictures and registered for free race tickets and a color TV set.

In spite of the rain, enthusiasm ran high on the day of the race. Signs at every track entrance read: Welcome Race Fans and Thank You for Shopping at K mart. Even the Houston Platt Dragster, which performed in a pre-race show, was decorated with K mart signs. Finally — the race! Lee Roy Yarbrough, driver of the thundering K mart Mustang #98, turned in the third highest qualifying for the GT Race.

The Charlotte K marts are proud of their part in promoting the National 500 and intend to work with their community to keep Charlotte a great racing capital of the nation.

Krug Heads Central Food Operation; Langworthy Retires after 33 Years

Richard C. Krug, former district food manager, has been appointed regional food manager in the Central Region to succeed Earl D. Langworthy who retires January 31. Grant W. Morck, vice president for the Central Region, announced the promotion which is effective February 1.

Mr. Krug became affiliated with the Kresge Company in 1955 at Kresge 7, Indianapolis, Ind. For the past 13 years he has managed food departments and served as a district food manager.

Mr. Langworthy completes 33 years of Kresge service. He began his career in 1936 at Kresge 326, Omaha, Neb. He managed the food operations in stores 593, Moline, Ill.; 24, St. Louis, Mo.; 56, Louisville, Ky., and 480, Chicago, Ill., before being named a food superintendent in 1944. After serving as a superintendent for eight years, he was made food manager at Kresge 1, Detroit, Mich. He was appointed regional food manager in 1956.

1969 Strategy

All District Managers To Convene in Detroit

Ervin E. Wardlow, vice president for sales, said the annual spring District Managers Conference will kick off February 17 with the theme of a two billion dollar plus sales goal for 1969. All Kresge, K mart and Jupiter district managers and regional merchandise managers will attend the five-day conference at the Masonic Temple, located near the Detroit Office.

Buyer presentations on spring merchandise are scheduled for Monday, Tuesday, Thursday and Friday. Executive presentations and the president's annual dinner, to be held at the Statler-Hilton Hotel, will be on Wednesday. Also attending this session and the presidential dinner will be all regional office executives, specialty department supervisors, food district managers and all security supervisors.

Ernst F. Faigle, George K. Theising, Dwight W. Presser, Richard H. Falck and Denver W. Baynum, specialty department senior buyers, will have separate meetings on Thursday or Friday with their specialty department supervisors.

Immediately following the Detroit Meeting, regional executives and district managers will discuss the essentials of the conference in each regional office. District managers will then hold two-day meetings with store managers in their respective districts.

Mr. Remington Gets Remington For Enterprises

Early this year, the sporting goods division of K mart Enterprises, Inc. became a distributor for Remington Arms Company, Inc. in Bridgeport, Conn., the leading manufacturer of sporting guns and ammunition in the United States.

The appointment is the result of the efforts of James Remington, K mart Enterprises buyer. The association is particularly gratifying to Mr. Remington because he is a descendant of the same Remington family that founded the Remington Arms Company.

The management of K mart Enterprises commented that this move reflects favorably on K mart's position as the fastest-moving and most progressive national chain in the country.

Rosebrook Heads Credit In the West

Richard R. Rosebrook, former manager of the national credit office in Detroit, Mich., has been appointed manager of the new Western Region credit office in Los Angeles, Calif.

The appointment, effective March 15, was announced by Herbert S. Christner, general credit manager.

As of March 15, Clifton W. Leavis Jr. becomes manager of all operations at the national credit office in addition to his responsibilities as assistant general credit manager.

Mr. Leavis will be assisted by Peter C. Yarnevich and Douglas K. Bildson, newly named assistant credit office managers. Mr. Yarnevich, former manager of the data processing operation, will have direct responsibility for bookkeeping, data processing, customer service, new accounts and cashiering, refer and authorization and mailing. Mr. Bildson, a former manager in the collections department, will have direct responsibility for all collections operations.

Foreign Firms Send Executives To Study Kresge And See K marts

The Kresge Company has attained a worldwide reputation as a leader in the mass merchandising field. Businessmen from many foreign countries came to the Detroit Office in 1968 to study the company's merchandising and operating procedures. Most of the visitors were especially interested in the K mart operation.

Representative visitors were: Dr. Kurt Traub of TIA in Argentina; Mr. M. A. Galarza of National Cash Register in Mexico; Mr. H. J. Welzel of National Cash Register in Germany; Mr. Pierre Bograd of Prisunic in France; Mr. Max M. Kift of Kift's Holdings in Australia; Mr. W. H. Hodgson of the National Bank of Australasia in Australia; Mr. Wilhelm Weidenbruck of Kepa-Kaufhaus in Germany; Mr. K. C. B. Mackenzie of British Home Stores, Ltd. in England; Mr. Cavelti of Globus Department Store in Switzerland; Mr. Klas Holmberg of Ahlen & Holm in Sweden; Mr. Guillermo Gonzalez Nova of Comercial Mexicana in Mexico; Mr. Toulemonde of Paridoc in France; Mr. L. R. Robinson of G. J. Coles & Coy, Limited in Australia; Mr. Gouaux of Carrefour Supermarche in France; Mr. Zoller of Migros in Switzerland and Mr. J. S. Clarke of McKenzies in New Zealand.

The Port of Bremen, Germany, prepares to ship its 100,000th crate of merchandise on the vessel Sea Witch. The Kresge Company was a part of this historic occasion on November 5 because the container carried toys, hardware and wood products bound for Kresge stores. Participating in the event was Bridgett Kraft of the company's European office in Nuernberg.

THE KRECO COMPANY is a corporation of Junior Achievement members under the guidance of the Kresge Company. In photo at left, Paul Locklear (l to r), Ken Kittle and Joe Antonini, D. O. advisers, supervise a board meeting. Right, Joe Antonini checks on packaging procedures.

Kresge Company Is Sponsor of JA Firm

In October of 1968, a group of industrious young boys and girls in Detroit, Mich., created the Kreco Company. It is a corporation of Junior Achievement members working and learning together for a common goal — to become acquainted with the principles and fundamentals of the business world.

The Kreco Company derived its name from its sponsor, the Kresge Company. For years the Kresge Company has taken an active interest in Junior Achievement. Like many other local businessmen, Kresge advisers work with high school boys and girls who form a business to produce and sell a product. By running their own business, the youngsters learn by experience the structure and operation of business.

Three Detroit Office employees are currently acting as advisers to the Kreco Company. Each man instructs and advises the group in his own specialized field of business. Ken Kittle, production adviser, instructs members in manufacturing processes. Sales Advisor Joe Antonini advises the group on pricing, packaging, advertising, selling procedures, distribution and where to sell the product. Accounting Adviser Paul Locklear supervises the bookkeeping, treasury and financial matters.

The first step of actualizing the Kreco Company was to charter the group as a corporation under Junior Achievement regulations. Elected to office were a president, vice presidents of sales and production, a treasurer, a secretary and personnel manager. After elections, the group sold stock at one dollar per share. This money was used to buy materials to make a product to be sold for profit.

A most important decision to be made is that of selecting a product for manufacture and sale. Kreco's first project was the complete packaging and sale of garbage can liners and lawn bags. For quick added sales during Christmastime, Kreco sold fruitcakes. Production has now started on the company's main product — a perennial calendar. The calendar is being manufactured completely by Kreco members, with the exception of the print work on page inserts.

All JAers participate in the making of a product. Production is like an assembly line; each individual is responsible for a different job. And being a business, Kreco pays its 'employees' 25 cents per hour plus a 10 percent commission on their sales.

Mr. Antonini believes that the Kreco Company can do well over $600 in sales for the current JA year ending in May of 1969.

Hobbies and Crafts Expands

The hobby and craft department has taken on new dimensions since it was formed two years ago as an extension of the toy department. Originally the hobby department consisted only of plastic kits. Today the expanded department includes artist supplies, stamp and coin supplies, chemistry and microscope sets and an extensive line of crafts.

Charles D. Smith, assistant in the buying office, said increased leisure time of most American families has created a demand for new hobbies and crafts. Kresge's hobby department keeps abreast of this trend by providing a diversified line of crafts and hobbies and facilitating improved displays and listings.

In February of 1968, art supplies were transferred to the hobby department from home improvement in K marts. Sales in artist supplies increased 100 percent for the year. Mr. Smith said that due to the success of this line in test Kresge stores, efforts will be made to extend artist supplies to more stores in 1969.

Craft items for children and adults are rapidly becoming a major part of the hobby department. In February, Mr. Smith will select samples from a hobby show in Chicago. At that time the entire line will be reworked.

Increased sales in the hobby department can be obtained through using a routine order schedule, noticing new merchandise and ordering merchandise in promotional quantities. In order that the stores have the most current items, warehouse listings are issued four times a year. CFO's are issued twice a year to prepare the stores' stock for periods when turnover greatly increases.

Hardware Has Total Concept

Harold F. Hoogerhyde, associate buyer, said the hardware department has made great progress in achieving a total merchandise concept in K marts. New counter layouts, recently mailed to stores, make it possible for merchandise to be categorized. Detailed plot plans for grouping together hardware products were sent to all K mart managers and district managers. Also forwarded were new counter pictures identifying all items and their positions on the counter.

Hand tools are now placed together in sections with brand name products intermixed with private labels and import tools. Power tools and accessories are also placed together, making a complete sub-department concept on each counter.

Soon to be completed is a basic stock listing that will correspond to the new counter pictures. This listing will simplify setting up hardware departments. Identification of best sellers, reordering of merchandise and customer selection will be greatly improved.

Mr. Hoogerhyde believes that trade-up selling will be easier now that merchandise is displayed collectively, regardless of price or brands.

It is required that each K mart follow the new layouts in the hardware department. By July 1, all merchandise will be purchased through Kresge's distribution centers in Fort Wayne, Atlanta and Sparks. The final result will be added sales and profit for the hardware department, said Mr. Hoogerhyde.

Detroit Employees Exceed UF Goal

Together the Detroit Office and store employees in the metropolitan Detroit area exceeded their 1968 United Foundation goal.

Total contributions to the 1968 campaign were seven percent higher than the preceding year. The corporate gift was four percent higher than 1967.

Personnel donating to the United Foundation were Detroit Office employees, department heads, store employees, district managers, K mart Sporting Goods employees (now employees of K mart Enterprises, Inc.), K mart licensee employees and retired executives.

Company Counters Offer Posies and Fish For Stylish Earlobes

Elephant ears? Lovebird, fish or umbrella ears? Now a girl can choose from a quarter million dollar line of tiny earrings in the shape of everything from flowers to fire hydrants at Kresges and K marts, said William R. Hurn, jewelry buying office.

A most interesting array of hand-painted enamel earrings come in both pierced and non-pierced settings. The pierced earrings are made with 14 karat gold posts and sterling silver posts. Regular earrings feature a comfortable no-pinch mini-clip which gently grasps the ear without slipping out of place. The mini-clip is the first of its kind to be used in jewelry.

The mini-clip and pierced earrings are manufactured by A&V Sales of Providence, R. I., the jewelry capital of the world. A&V was also the first firm to carefully hand paint each earring making possible minute details such as eyes and leaves.

The new mini-earrings can be purchased in department stores for about two dollars — or at Kresges and K marts for 69 cents.

4187's Guard Saves Child From Danger

Gil Harris is a guard at K mart 4187, Denver, Colo. To a nine-year-old girl and her parents, he is the most wonderful man in the world. To the Kresge Company, he is a dedicated employee whom Chairman and President Harry B. Cunningham thanked with five shares of Kresge stock and 4189 honored with a "job-well-done" breakfast.

On November 6, Mr. Harris' quick thinking and courage were responsible for the apprehension by police of an alleged kidnapper.

While on duty at 4187, Mr. Harris was approached by a woman who said her daughter had been taken by a man from her car in the parking lot. She said her young son had also been in the car and told her what had happened. After alerting Manager James L. Moser, who called the police, Mr. Harris jumped in his car and searched for the suspect. He found the suspect with the child in a parked car. Mr. Harris told the child to run and an altercation with the suspect ensued.

The alleged kidnapper escaped in his car but not before Mr. Harris took note of his license number. Meanwhile, the child was returned to K mart by a man who came to her aid after she ran from the car. The police and the mother, who had also been searching for the suspect's car, returned to K mart and a happy reunion took place.

The police apprehended the alleged kidnapper at his home after tracing him through the license number reported by Mr. Harris.

The nine-year-old girl and her parents celebrated her happiest birthday the next day.

4225 Hoists Its Sales

K mart 4225, Seattle, Wash., was surrounded by flood waters. The parking lot was swept over by the raging downpour that beseiged all of Seattle.

In spite of the torrential rains, business went on as usual. Sandbags were set up to prevent water from entering the building. Undaunted Christmas shoppers crossed over the rain-swept areas via a wooden crate bridge hastily constructed by employees. Bootless customers were gallantly carried over the swift currents by K mart men of action.

Amidst everything, spirits were not dampened. Could it have been the jovial laughing of Santa Claus, who was tucked away inside, that encouraged 4225 employees to rise above and beyond the call of duty?

Whatever it was, the local newspaper commended their efforts on behalf of the spirit of Christmas.

Stores Participate In Brands Event

Kresge stores will participate in the 20th anniversary of *Chain Store Age's* National Brands Promotion to be held in variety stores February 15 through March 1.

Kresge stores have taken part in this annual promotion every year since it was initiated by *Chain Store Age*, a retail magazine, for the purpose of identifying national brand products in variety stores.

A Consumer's Sweepstakes will again highlight the event. Besides offering an array of fine gifts to lucky shoppers, the Sweepstakes will be an added incentive for store managers because a manager may also win a prize if a winning ticket is produced from his store. The Sweepstake coupons will be distributed at all participating chain stores and retail outlets.

Through this promotion, it is hoped that the consumer will become more aware of the fact that nationally advertised brand products with a guarantee of satisfaction are always available at Kresge stores.

D. O. Employee Is Top Seamstress

Rayneld Rolak, part-time employee at Kresge, sought to become the nation's number one seamstress.

Rayneld left for San Francisco in January to compete in the National Competitions of the "Make It with Wool" contest, sponsored by the National Wool Growers Association.

Rayneld began her success story by winning Michigan's District Competitions over 102 entries. In December she won the state-wide competition in which winners of Michigan's 11 districts also competed.

A beige coat with detachable cape, worn with a black fur hat, muff and boots, is Rayneld's entry in the competitions. All entries were judged on design, fashion, workmanship and appearance.

Rayneld participates in a co-op program at Cooley High School in Detroit where she is a senior. The other half of her day is spent as a tabulating machine operator at Kresge's data processing installation in Southfield, Mich.

Security Head Reaps Honors For His Race

The *Millcreek Valley News*, Lockland, O., paid tribute to Sgt. George Williams, the first Negro to become a member of the Woodlawn, O., police force and now a regional director of security for the K mart division of the Kresge Company.

As security director for the Southern Region, Mr. Williams works out of the regional office in Atlanta, Ga. Mr. Williams' duties include hiring and training security personnel and directing security operations at 28 K marts in Kentucky, Ohio, Tennessee, Indiana, Virginia, West Virginia and North Carolina.

In pursuing his career, Mr. Williams overcame setbacks and disappointments resulting from prejudices. After scoring first in a civil service examination, Mr. Williams was appointed to the Woodlawn police force and eventually became a top officer.

Working with the young people of Woodlawn was one of Sgt. Williams' greatest interests. He was co-founder of the Woodlawn Police Athletic Association and a founder of a Boy Scout program. Sgt. Williams was also involved in community sports, managing and coaching several athletic teams.

The *Millcreek Valley News* stated that in announcing Sgt. Williams' appointment, Kresge officials said: "We feel fortunate to secure the services of a man of this calibre to direct our security operations. Our security is in good hands."

K mart's Beautiful Signs of Spring

Gibson Girl Sailor

Aussie Hat

Fly-away Roller

Profile Brim Walking Hat

Mushroom Brim Hat

Milan Sombrero

Alpine Cloche

Spring 1969 means a beautiful hat. And Schiller Millinery Stores, the operators of the majority of K mart fashion accessories departments, have heaped K mart counters with an array of lovely chapeaux.

The flower-bedecked hat of other springs has given way to the simpler, more tailored look. The new casual silhouette is created in the following shapes: cowboy brim, sombrero, Garbo slouch, safari brim, oversized beret, high round-crown profile walking hat, Cardin small suitor brim and draped silk turban hat with attached long scarf.

The ageless lady can find a large assortment of pill-boxes, bretons, toques and cloches in shiny straw and in fine sewn straw braid with wide, coarse banding.

Most teenagers will be enthusiastic about the completely tailored look in large hats as well as in the perennial rollers.

The prints and solid colors used are colorful and gay. There are the patriotic colors of red, white and blue and the romantic fashion shades of ivory, mint, orange, yellow and pink. Although white is the number one color, black and navy definitely have places in the spring scene. Many of the large brims are swirled with cire (a shimmery nylon with a shiny look) in a scarf effect. Other brims have attached nylon ties.

Although the tailored look dominates the spring hat picture, the flower hat is by no means entirely absent from 1969 assortments. Tiny rosebuds and forget - me - nots are artfully sewn on a collection of small hats. An important silhouette is the solid flower wig cover-up—very feminine in numerous delicate shades.

K mart's signs of spring are the fashion world's choicest chapeaux.

Customers Praise K mart Employees' Service

Service is our business and customers love us for it.

BENJAMIN MABRAY, merchandise manager at K mart 4020, Detroit, Mich., was praised by a satisfied customer. Her letter follows:

"I was shopping at the K mart store at Plymouth and Southfield. When I went to pay for my selection, I noticed I had completely run out of checks and I had no cash. I was in quite a bind because I needed the merchandise to make a costume for an event that was to be the following evening. I planned on staying up that night until I finished the dress. After explaining this to Mr. Mabray, he asked me how much the purchase was and proceeded to hand me $5.00. I was at the point of tears prior to this, but I was now really teary eyed—to think that anyone could be so trusting. He didn't ask for any identification or collateral.

"Bad business you might say. You're wrong. In this day and age such an act of faith is almost unheard of and I for one had my own faith in human nature strengthened. What does this mean to K mart and everyday business? Well, I have told a lot of people about my experience and will continue to do so. I know I will shop at K mart frequently, not only for its extraordinary prices but to re-live that most unusual experience. There just aren't too many men like your man at Plymouth and Southfield. God bless him and thank you. By the way, my dress was completed at 3:30 a.m. and it turned out beautifully."

SARAH HOLDREN, merchandise return at K mart 4154, North Aurora, Ill., was thanked by a grateful shopper. Her letter follows:

"I received the Christmas garland on Friday. It was so kind of you to go to all the trouble you did. And your personal note gave me a warm feeling. In this day and age when you read all the time about people not helping each other, you are certainly unusual.

"Enclosed is the check for the garland and along with it my wishes to you and your family for a joyous Christmas and a blessed New Year.

"I will also tell my friends that K mart is a good place to shop. It has such friendly personnel. Thank you again."

MARION WAGNER and JACKIE GRIFFITH, service desk at 4154, North Aurora, Ill., were complimented for service with a smile. The customer wrote:

"May I take this opportunity to compliment you on your employees. Yesterday I came out to K mart to exchange an item and I couldn't have been treated more courteously.

"Both of the women at the service desk were quite busy—phones were ringing, people were lined up waiting for service and a telephone man was asking questions. Through all this both women were calm and organized, even smiling.

"In fact, in all my shopping trips to K mart, I've never met an unpleasant employee. There must be something magic in the air."

Customers compliment good service given by Benjamin Mabray, merchandise manager at K mart 4020 in Detroit, Mich., and (left to right) Marion Wagner, service desk; Sarah Holdren, merchandise return girl, and Jackie Griffith, service desk, at K mart 4154 in North Aurora, Ill.

NEWS Presents Top Reporters for 1968

Each year the editors of the KRESGE NEWS select Reporters of the Year — employee reporters who have done the best job of compiling and editing news about fellow employees and store happenings. For 1968, seven first place winners and 19 honorable mentions were chosen from approximately 800 reporters representing Kresge, K mart and Jupiter stores throughout the United States and Puerto Rico. Each region boasts one Reporter of the Year except the Eastern Region which has three ties for first place.

Regular monthly contributions, completeness, accuracy and quality of news reports were the main considerations in selecting winning reporters.

Margaret Lynn

Claudine Beach

Irene Cain

Norma Hallberg

Esther Hillmann

Kathleen Harley

Photos Not Available

Gertie O'Day

CENTRAL REGION

Claudine Beach of 237, Elkhart, Ind., is retiring in February in grand style—by being named the Central Region's Reporter of the Year. Claudine started working for Kresge 43 years ago and today is a floor supervisor and personnel director.

Claudine, who began as store reporter when the KRESGE NEWS was first published in 1940, sometimes has to hustle to beat the news deadline. Several co-workers help out by photographing store activities. An interest in the outside activities of the staff and their families gives Claudine inspiration for news writing. The end product of reading about 237 and store management changes and promotions in the KRESGE NEWS is a pleasure for Claudine.

For enjoyment Claudine likes to travel, work in the yard and garden, gift wrap packages and make table decorations. Being a member of the Business and Professional Women's Club and chaplain of the Women of the Moose take up some of Claudine's time.

Mrs. Beach, who began her career as a part-time employee in 1920, is looking forward to an enjoyable retirement with her husband.

EASTERN REGION

Working in close relationship with store employees helped Gertie O'Day, 76, Erie, Pa., win one of the Reporter of the Year awards for the Eastern Region.

As a store reporter for 15 years, Gertie learned that a good way to compile news is by keeping in touch with all employees both at work and at home. Gertie likes to write interesting news about all of her co-workers but finds it difficult to contact everyone because of conflicting schedules.

Gertie began her career with Kresge in 1941 and now supervises eight departments at 76. As reporter, Gertie's journalistic endeavors won honorable mention awards for the years of 1965, 1966 and 1967.

Reading good novels and culinary adventures such as trying out new recipes and baking hold great interest for this reporter.

First place honors for the Eastern Region also go to Esther Hillmann, a seven-time winner from 65, Trenton, N. J.

Mrs. Hillmann, personnel supervisor who buys and supervises soft line departments, joined the Kresge corps in 1951 and began writing in 1960. Esther won an honorable mention award the first year of her reporting and has made an annual event of winning Reporter of the Year awards since then.

Reporting is not difficult for Esther because of good communications with employees. She values being a store reporter because it has led to many friendships with customers as well as staffers. A scrapbook containing many executives' signatures, including that of the late Sebastian S. Kresge, is Esther's pride and joy.

Eight grandchildren, painting, knitting and collecting Hummels are Esther's main interests. She is also involved in a number of community organizations. Her offices are president of the Olivet Baptist Church Missionary Society, secretary of the Inbetweeners and a member of the Trenton Baptist Women's Association board of managers. She is also on the nursery staff and the pastor's advisory committee.

Esther sums it up by saying: "I enjoy working with other people and find the greatest happiness in helping others to find happiness."

Sharing top honors as the Eastern Region's Reporter of the Year is Irene Cain, office employee at 4113, Erie, Pa.

Irene learns about current happenings for the NEWS by working in advertising and talking with assistant managers, department heads and personnel. Picture-taking is left up to the camera department. Irene notifies everyone well in advance of special events. With the cooperation she receives from her co-workers, Irene manages to meet the NEWS' deadline with lots of interesting reports.

Although she doesn't have a specific hobby, Irene likes to dance and relaxes by listening to good music. She is a member of two card clubs and the American Legion Auxiliary, where she held several offices including that of president for two years.

Being a store reporter comes natural for Irene. She writes: "I enjoy my work at the store and especially enjoy working with and helping people in any way I can."

MIDWESTERN REGION

Norma Hallberg, 318, Rockford, Ill., is the NEWS' number one communicator for the Midwestern Region. Norma, who is department head for housewares, hardware, floor covering, electric and appliances, wrote her first news article in 1966. In 1967 she received an award for honorable mention.

News is easier to gather for Norma when she asks employees for their suggestions concerning store news. She enjoys being store reporter so much that she feels slightly guilty about accepting a Reporter of the Year award.

Norma's creative talents can be seen in her home, too. She likes to write poetry, decorate cakes and listen to good music. When not busy with hobbies or work there are 15 grandchildren to keep Norma occupied.

The reason for Norma's success? She writes: "We have such a wonderful group of people here at 318 — it's a real privilege to work with them and to be their store reporter."

SOUTHERN REGION

Margaret E. Lynn "tried a little harder" at her job as store reporter and as a result became the Southern Region's Reporter of the Year for the second consecutive year. Mrs. Lynn is a bookkeeeper at 414, Essex, Md., and has been reporter since the store opened in 1955.

Margaret finds news writing the easiest when there is a lot of action in the store. The most difficult aspect, at this time, is learning to take "newsworthy" photos with her Polaroid camera. Margaret admits that although some of her pictures are not the best, she enjoys taking them and writing "good news".

Mrs. Lynn's favorite pastimes include oil painting, camping, sewing and fancy baking. She is a member of the Board of Directors and treasurer of St. John's Kindergarten and is a Sunday school teacher.

Grateful for having been awarded Reporter of the Year, Margaret adds: "Sometimes it is difficult to find a lot of news to contribute, but I find that when you like to do a thing and want to do it — you can."

WESTERN REGION

For the second year in a row, Kathleen Harley has been named Reporter of the Year for the Western Region.

Kathleen entered the Kresge employ five years ago as a bookkeeper in the office of 4068, Fresno, Calif., and has been store reporter since 4068's opening in 1964.

Reporting news is easy for Kathleen as she can depend on fellow employees' cooperation and willingness to pass on any news she may have missed. To this reporter, a problem is a "challenge" and there is no such word as "can't".

Kathleen's interests and hobbies are varied. She enjoys golfing, swimming, bowling and writing and belongs to the United Givers, Chamber of Commerce, Catholic Daughters, Altar Society and the Marine Corps Mothers.

Kathleen believes that a person who participates in store activities finds her job more interesting and feels like a part of the whole organization.

HONORABLE MENTION

Central Region: Stan O'Brokta, 28, Cleveland, O.; Maxine Matherly, 4124, Terre Haute, Ind.; Donald Gruenberg, 4000, Garden City, Mich.; Joann Yotkewich, 117, Terre Haute, Ind.

Eastern Region: Florence Schuster, 422, New Castle, Pa.; Helena Boucher, 110, Lowell, Mass.; Pat Weber, 4010, Pittsburgh, Pa.

Midwestern Region: Iryne Koenig, 4095, Joliet, Ill.; Jan Bennett, 4051, Eau Claire, Wis.; Grace Torgerson, 231, Fargo, N.D.; Bernice Swanson, 326, Omaha, Neb.; Josephine Lehman, 4026, St. Joseph, Mo.; Marge Strawn, 4048, Springfield, Ill.

Southern Region: Marge Keithley, 483, Bedford, Ind.; Nell Dean, 660, Norfolk, Va.; Kathleen Bischoff, 717, Atlanta, Ga.; Jean Hendry, 4172, Monroe, La.

Western Region: Inez Wheeler, 718, Hawthorne, Calif.; Eileen Ofinowicz, 778, Oakland, Calif.

Kresge Stores Modernize 1969 Buster Brown Line

UPDATE 1969 is the theme of an extensive new Buster Brown program, said Buyer John J. Haller. Buster Brown was originally a cartoon character of the early 1900s. In 1904, a manufacturer adopted the name and applied it to a quality line of children's clothing.

Now, Buster Brown is progressing into the world of super-modern merchandising. Updated layouts, displays and styles will be in Kresge stores in the spring of 1969. Convenience becomes an all-important factor for the department manager as well as the customer.

Basic layouts will be functional and practical for the convenience of customers and store personnel. Stocking merchandise and arranging displays will be easier and less time-consuming for department workers. Special bin identification, possibly photographs of the items and listings of sizes, colors and styles, will be placed at the bottom of each of the numbers.

For the customers, displays in large units will again be by size rather than style for easier shopping. For department heads, layouts will be simpler. They can utilize one of the merchandise plots planned for three different size departments. To make merchandising easier, call-for-orders will be issued twice a year for seasonal coverage.

The spring line of Buster Brown clothes will consist of fashionable knit shirts, slacks and shorts and boys' woven slacks. The price of a Buster Brown outfit is commensurate with its top quality.

Today, Buster Brown, a producer whose merchandise has exceptional customer acceptance, has a 42-percent mark-up gross profit. All Kresge stores in search of even greater selling merit in 1969, said Mr. Haller, should be on the lookout for the updated Buster Brown program.

UPDATE 1969 is the theme of extensive new Buster Brown program offering updated clothing, merchandising methods and displays for spring '69.

Jupiter Promotes Dollar Days

Jupiter stores will be promoting good old fashioned Dollar Days in March. Wesley E. Brown, Jupiter advertising manager, said managers are enthusiastically looking forward to the promotion. New promotional ideas will be used along with the old tried-and-true events.

Jupiter Operations and Merchandise Manager Harold E. Wilcox has obtained a selection of specially priced merchandise from the buying offices for Dollar Days.

D. O. Announces Dress Winners

Five awards were given to the winners of the 1968 Kresge Ruth Alden Dress Drive at the Detroit Office.

Employees made dresses or contributed money for Christmas dresses for underprivileged little girls in the Detroit area.

Prizes for handmade dresses ranged from five to ten dollars.

The prizes, first to fifth, were awarded to Lauree Webb, formerly of data processing; Anne Koras, research; Mrs. Norman Milz, wife of Norman W. Milz, store equipment and supplies; Jewell Blair, mailing, and Carolann Parra, property accounting.

Contest judges were Myrtle Meyer, suggestion system secretary; Mary Jane Toth, secretary, merchandising, and Ann C. Wolff, editor, KRESGE NEWS.

Central Ends Profitable 1968

Assistant Manager Eugene Miller (left to right), Gregory Higgins and Mary Shockney, 4014, Kokomo, Ind., show off their smart partying duds.

* * * * * *

Dayton, O., Kresge 9 — Gifts were exchanged at a party held the day before Christmas. During the day a delicious luncheon was served in the lounge for employees . . . . . Evalene Simpson, a retiree from Florida, recently visited 9. — Eloise McCally

28 Insures Veterans A Sweet Holiday

Cleveland, O., Kresge 28 — Six hundred candy bars were purchased from the candy department by employee Margaret Smith. Margaret, who is commander of the Disabled American Veterans Auxiliary, distributed the candy at a party for the veterans . . . . . Welcome back to Carole Walker and Gail Martowicz after their short jaunt to Florida. — Stan O'Brokta

Stow, O., Kresge 48 — William Wolf, a 30-year employee, was nominated to play the role of Saint Nick for 48 and the Stow Kent Shopping Center. — Kitty White

Ann Arbor, Mich., Kresge 74 — Employees made up Christmas packages for servicemen, some of them family members of staffers. Some employees provided treats for the packages while the others paid the postage. Gifts of goodies were sent to Vietnam, Labrador and Valley Forge, Pa. — Leta Miller

Muncie, Ind., Kresge 85 — Manager Robert D. Fisher received a letter accompanied by a 10 dollar bill. The letter read: "You will find enclosed $10 I owe the ribbon counter. Have owed it for 40 years. Thank God my mind is now at peace." — Jean Earley

Troy, Mich., Kresge 115 — Manager Daniel McCully really swung out on the drums at the Christmas party . . . . . Head resident of 115's pet department is George, a parrot with a 32-word vocabulary. — Nancy Turkin

Terre Haute, Ind., Kresge 117— Christmas Eve started out with the men serving coffee and donuts to the ladies and a gift exchange around the tree. Everyone enjoyed a tasty buffet lunch . . . . . To help prevent the flu from striking 117, flu shots were administered to employees by the store physician. — Joann Yotkewich

George Parrot, a limited linguist, rules the roost at 115, Troy, Mich.

* * *

Logansport, Ind., Kresge 167 — The bitter winds of winter are not keeping customers away from 167, where a white goods sale was most successful. — Linda Pugh

237 Employees Engage In True Christmas Spirit

Elkhart, Ind., Kresge 237 — Employees donated gifts of money, food and clothing to needy families as a Christmas project . . . . . A scrumptious breakfast was served to employees early in the a.m. on Christmas Eve. A buffet-style dinner was served later in the day . . . . 237 is getting a face-lift . . . . . Gail McMillian was the hostess of a Christmas party given for the fountain girls. — Alice Slawson

Detroit, Mich., Kresge 340 — Everybody enjoyed the big Christmas bash at 340.

Inkster, Mich., Kresge 405 — Manager Stanley Brehm and Florence Dunec were honored at a surprise party . . . . . A Basic Stock Achievement Award was presented to 405 by District Manager Elmer L. Perteet. — Kelly Matero

Painesville, O., Kresge 410 — Employees were delighted with the surprise visit of Santa Claus, alias Allan Scott, at the Christmas Party. — Jerry Hennen

Roseville, Mich., Kresge 415 — The staff at 415 had a wonderful Christmas party. Highlight of the evening was a visit by Santa Claus, otherwise known as Ciro Vitale. — Fay Lassiter

Saginaw, Mich., Kresge 428 — Employees rung out the old year with a luscious Christmas dinner and gift exchange. — Jon Grave

Saginaw, Mich., Kresge 433 — Employees enjoyed a Christmas dinner and entertainment at Luigi's Italian Gardens. Every person had the privilege of sitting on Santa's lap and receiving an interesting gift. Organ music, singing and dancing topped off the evening. — Grace Newvine

Yule Happiness Shines Over 485 Staffers

Adrian, Mich., Kresge 485 — A potluck Christmas dinner was served in the social room of the Fairfield Church for employees and their families. Assistant David Dossette led the group in singing a few tunes. The annual Christmas Eve gift exchange and holiday buffet was enjoyed by all. — Faris Preston

Mt. Vernon, O., Kresge 512 — Welcome to Fred Cohen who transferred from K mart 4188, Charleston, W. Va. — Mildred Adams

Pontiac, Mich., Kresge 516 — Congratulations to John Blay who was appointed to junior assistant manager . . . . . Thanks to Bertha Kee who arranged a very successful Christmas party.

Fraser, Mich., Kresge 571 — Part-time and regular employees had a great time at the Christmas party thanks to Virginia Burcham, Marlene Schreckand and Angela Schubert. — Helen Martin

Kokomo, Ind., Kresge 589 — Employees exchanged gifts during the annual Christmas party, held in the store lounge . . . . . Assistant Keith Drake was inducted into the armed forces on November 30. He is presently stationed at Fort Dix, N. J. — Leanna Bolen

Columbus, O., Kresge 604 — Tidings and good cheer were prevalent at the Christmas party. — Margaret Washburn

Hazel Wingo Retires With 25 Years' Service

Gary, Ind., Kresge 618 — Hazel Wingo, food manager, was guest of honor at a retirement dinner held at the Holiday Inn. Manager Norman Lavenburg presented Hazel with her 25-year pin and diamond ring. Also presented with pins were Zelva Jorabek, 15 years, Erinisteen Reese, five years, and Jill Sanders, five years. — Zelva Jorabek

Dayton, O., Kresge 644 — Jennie Martin retired January 1 with the best wishes of 644. Jennie was presented with an onyx ring at a breakfast given in her honor. — Pat Fisher

Behold the superior strength of James C. Smith, 4098, Monroe, Mich.

Ron Dean of the food department at 4000, Garden City, Mich., stocks the shelves with K mart brand Coffee Creamer — a favorite with customers.

* * * * * *

St. Clair Shores, Mich., Kresge 670 — Everybody was in a jovial mood at the Christmas party. Gifts were exchanged on the day before Christmas. — Dorothy Vinicke

Kalamazoo, Mich., Kresge 679 — 679 wishes everyone a Happy Inventory! — Connie Chapman

Tiffin, O., Kresge 686 — Sunday store opening was the biggest event in a long time for Tiffin. Everyone was grateful for the extra shopping day. — Kathy Depinet

Kokomo, Ind., K mart 4014 — The employee Christmas party began with goodies at the snack bar. Gifts from employees showing their appreciation were given to the manager, assistants and supervisors. A luncheon was served in the beautifully decorated lounge. — Mary Shockney

Benton Harbor, Mich., K mart 4036 — Karen DeRuyter will be leaving 4036 to begin student teaching at Hollywood School. Karen is a senior at Western Michigan University. — Maudie Withrow

Flint, Mich., K mart 4040 — 4040 celebrated its fifth birthday with a gala party, complete with cakes supplied by Manager Wallace W. Loucks. Assistant George Burnett topped off the evening with an inspiring oration. — Harold Staford

Monroe, Mich., K mart 4098 — The Yuletide was celebrated at a festive party . . . . . A Washington Moonlight Madness Sale is planned for February. — Loma Hiser

Terre Haute, Ind., K mart 4124 — A group of school children did their Christmas shopping at 4124 under the supervision of teachers and personnel. Everyone enjoyed having the enthusiastic young shoppers. — Maxine Matherly

Mt. Clemens, Mich., K mart 4145 — Forty grade school children sang Christmas carols at 4145 . . . . . The Junior Chamber of Commerce brought 50 underprivileged children to 4145, gave them each five dollars and let them shop in the wondrous aisles. Following the shopping spree, the children were treated to a party with Santa giving out gifts . . . . . Mary Beckett won a four-day vacation at one of the nation's leading motels as first prize in a counter display contest. — Barbara Peters

Dayton, O., K mart 4179 — Larry Schwartz, management trainee, kept his cool during the Yule rush season by managing Christmas merchandise extremely well. — Betty Schauer

Dayton, O., K mart 4190 — Everyone had a most enjoyable time at a holiday skating party. Another party was scheduled for January. — Katherine Wilson

Youngstown, O., K mart 4229 — Manager Jack Nuckols was surprised by a birthday party thrown for him by employees . . . . . Employees had a great time at the Golden Steer Restaurant, scene of the annual Christmas party. — Marjorie Gessner

Alma Mater Honors Manager Bittner

Detroit, Mich., Jupiter 4516 — Congratulations to Manager Gerald Bittner who was awarded a bronze plaque from his alma mater. Mr. Bittner was honored as an outstanding alumnus of North Wood Institute.

Terre Haute, Ind., Jupiter 4537 —Mildred Grose and Sylvia Jones celebrated 25 years with the Kresge Company in January . . . . . David Manning will continue to work at 4537 in spite of being a student at Indiana State University. — Mildred Grose

Barbara Rice gets ready for a whirl around the rink at the Christmas skating party of 4190, Dayton, O.

4124, Terre Haute, Ind., is the choice of these students for browsing, dreaming and Christmas shopping.

East Livens Winter

Seven-footer Clarence Bevins and shorty Norma Wines are long and short of it at 4143, Syracuse, N. Y.

* * *

Pittsburgh, Pa., Kresge 53 — The new year brought new positions for Grace Osborn, now personnel supervisor, and Erma Kuzio, now credit manager . . . . . Catherine Schessler was awarded her third Color-Mate Gift Certificate. — Catherine Schessler

Coraopolis, Pa., Kresge 62 — To brighten the holiday season, Manager Reginald T. Mattioli arranged a buffet luncheon for December 24. Gifts were exchanged among employees . . . . . A birthday party was held in honor of one staffer. — Deborah Grzywacz

63 Holds a Cook-Fest For Holiday Luncheon

Brockton, Mass., Kresge 63 — Everyone brought home-made goodies to the Christmas luncheon. Employees sang carols, accompanied by Karen Poole on the accordion. — Clara Squires

Trenton, N. J., Kresge 65 — Manager Donald Nelson and Jerry Roy, cafeteria manager, presented employees with a candlelight breakfast in the cafeteria for Christmas. Former Manager Norman Cunningham was one of the guests present. — Esther Hillmann

Erie, Pa., Kresge 76 — The whole crew at 76 attended the Christmas party which featured a delectable smorgasbord dinner. — Gertie O'Day

Lowell, Mass., Kresge 110 — The Lowell Kresge group was entertained at a Christmas party by the number one gift-giver, Santa Claus. Martin Farmer, of shoe repair, made it possible for Santa to attend the celebration. — Helena Boucher

Philadelphia, Pa., Kresge 129 — Personnel Supervisor Johanna Steyman received the best Christmas present of all — her parents flew to Pennsylvania from Germany. — Joyce Jones

Nuns Work Part-time In Stockroom of 165

Boston, Mass., Kresge 165 — On Saturdays Sister Patrick Murphy and Sister John McColgan tuck away the school books and journey to 165 where they work part-time in the stockroom. George Mercurio worked at 165 for the holidays while on vacation from the seminary. Head Stockman Joe Mack praised this crew by saying they are all really good workers. — Grace Stevens

Philadelphia, Pa., Kresge 269 — Hoping to start 1969 off with a good sales increase, 269 has planned sales promotions in every department. — Virginia Myerson

Wayne, N. J., Kresge 274 — A successful tropical fish promotion was highlighted by the display of Ampiuma fish and some Hong Kong Dancing Crabs. Manager Leo Camaro ordered 65 tropical fish tanks and over 1,000 tropical fish for the promotion. Current plans are for an expansion of the pet department with 12 additional fish tank displays. — Robert Gibson

Lynn, Mass., Kresge 294 — Instead of the usual gift exchange, employees of 294 bought presents for needy children. Toys were distributed by the Little Sisters of the Assumption and Santa Claus on Christmas Day. — Mary Maurice

Camp Hill, Pa., Kresge 309 — The new year was brought in with a festive party and banquet. — Yvonne Weibley

Olean, N. Y., Kresge 361 — 361 will soon be a new store. It is currently undergoing a face-job, including a new exterior and interior. — Madge Ash

New Castle, Pa., Kresge 422 — Reporter Florence Schuster was pleased to receive an honorable mention award from the KRESGE NEWS . . . . . With much of the stockroom help down with the flu, the girls took hammers in hand and rearranged some counters . . . . . Employees had to work with winter coats on when a large window was broken by high winds during a storm. — Florence Schuster

New Hyde Park, N. Y., Kresge 474 — Sales are expected to increase with the use of the P.A. system. — Margie Rennus

675 Hosts Birthday Party For Topper Toy Promotion

Pittsburgh, Pa., Kresge 675 — 675 held a grand baby birthday party for "all kids 2 to 80 years", featuring Topper toys. Favors, gifts and demonstrations of Topper toys were presented to large crowds on December 14. The party was promoted in the local paper and on four TV stations.

Surely now, what could be nicer than Sister Patrick Maureen Murphy and Sister John Cormac McColgan putting a few hours in at 165 in Boston, Mass.?

Pat Weber of 4010, Pittsburgh, Pa., receives an honorable mention certificate awarded by the KRESGE NEWS. Co-manager Edward Parishy presents award.

* * *

Levittown, Pa., Kresge 476 — While rearranging counters, Assistant Manager Lou Mattioi, Bruce Gudanowski and Peggy Anthony found an old Levittown Times dated April 8, 1954. The feature story was about the opening of 476 with numerous articles about the Kresge Company. — Nancy Seifert

Pittsburgh, Pa., K mart 4010 — Co-Manager Edward Parishy presented reporter Pat Weber with an honorable mention certificate from the KRESGE NEWS . . . . . Mary Hines was the winner of a Hamilton watch contest . . . . . Ron Merritt, manager of the appliance department, was the recipient of an award from the "Mystery Shopper", affiliated with the Frigidaire Corporation. — Pat Weber

Syracuse, N. Y., K mart 4061 — Eldon H. Mains, manager, doubled as Santa Claus at the annual Christmas breakfast and everyone had a jolly time. A buffet was held in the lounge to stretch the holiday cheer. — Pat Curry

N. Versailles, Pa., K mart 4064 — The fourth annual Christmas party for 4064 was held at the Irwin Vets. Entertainment was provided by the "Uncalled Fore". — Evelyn Ayers

Local Jaycees and 4113 Sponsor Shopping Spree

Erie, Pa., K mart 4113 — Doors were opened an hour early on December 7 to 70 boys from St. Joseph's Home and the N. A. T. O. areas. The boys were each given five dollars by the Erie Jaycees to do their Christmas shopping. Thirty Jaycees and five V.I.S.T.A. volunteers accompanied the youngsters. After the shopping spree, the boys were treated to donuts and hot chocolate at the grill . . . . . The annual Christmas dinner-dance and gift exchange was a lovely way to end the year . . . . . Ann Nakes, a home economist from Pennsylvania Electric, demonstrated cooking appliances during a three-day promotion of electric ranges.—Irene Cain

Rochester, Pa., K mart 4119 — The Polish Falcon Hall was the scene of the Christmas party. A buffet lunch was served in the store before Christmas. Clara Mallock, head cashier, was given a very special gift — a lump of coal.

Syracuse, N. Y., K mart 4143 — Seven-footer Clarence Bevins and five-footer Norma Wines prove there is a place for everyone at K mart — big and small. — Jon Deapo

Orchard Park, N.Y., K mart 4207 — Everyone enjoyed the first birthday party held in the cafeteria. Manager James McNerney sliced a huge cake for the occasion. — Jean Slattery

Burlington, Vt., Jupiter 4590 — Tourist trade is booming because of the near-by ski areas. — Amy Poirier

This group of boys is ready to indulge in donuts and hot chocolate after a shopping spree, sponsored by the Erie Jaycees and 4113, Erie, Pa.

Celebrating the first birthday of 4207, Orchard Park, N. Y., are (l to r) Helen Cursons, Jack Hipple, Art Endress, 'Babycakes' Hughes, Manager James McNerney, Robert Eggeston, James Fuller and Ken Hazel.

This young man, 4119, Rochester, Pa., cannot tell which one of these ladies is not wearing a wig. Posing are, left to right, Millie Mann, Barbara Sylvester, Joan Karcyewski, Josey Lapic and June Reno.

Rose Jures, left, and Margaret Dempski, 274, Wayne, N. J., are guarding a mountain of tropical fish tanks, the main items of a promotion.

Midwest Wraps Up 1968 With Generosity to All

Back row, left to right, Rose Seminerio, Stella Kaminski, Catherine Getner, Ethel Lowell, Jennie Allen and, front row, left to right, Assistant Don Story and Ray Ortiz reminisce about taking in a show at the Ice Follies. The group are employees at Jupiter 4561, Chicago, Ill.

* * *

82 Brings Christmas To Soldiers in Vietnam

Kansas City, Mo., Kresge 82 — Some of the employees teamed up with local Red Cross workers and filled 100 bags with presents for servicemen in Vietnam. The bags were filled with such items as stationery, candy, nuts and gum. Several thank you notes have been received. One grateful recipient wrote: "Sometimes the smallest things are the hardest to get in this country. I really appreciate your interest in our behalf." — Mary Klotzbach

Belleville, Ill., Kresge 88 — 88 started off 1969 with a tremendous white sale. — Marguerite Seelman

Quincy, Ill., Kresge 98 — The Quincy Fire Department sent a letter of thanks to 98 for supplying firemen with hot chocolate and coffee during a cold night of fire fighting in downtown Quincy . . . . . 98 held a Christmas party on December 21. — Doris Quincy

Joliet, Ill., Kresge 130 — The Christmas party was sparked by games and prizes, thanks to the ingenuity of Mary Howell, food manager. — Danny Johnson

Council Bluffs, Ia., Kresge 154 — Employees and seven store retirees attended a breakfast in honor of Mildred Heck. Mildred is retiring after 45 years with the Kresge Company. — Leona White

Minneapolis, Minn., Kresge 176 — The welcome mat is out for Assistant Howard Fillmer. Former Assistant Dave Morellis was transferred to St. Joseph, Mo. — Agnes Feilen

Snow Is No Deterrent To Staunch 198 Shoppers

Ironwood, Mich., Kresge 198 — Three days before Christmas Ironwood was hit with the worst snow storm since 1935, with 35 inches of snow. A slight thaw brought an end to the merchandising standstill and on December 24 customers swarmed into the store for last minute shopping. This was probably 198's most hectic day in history. — Ann Champion

Decatur, Ill., Kresge 201 — Fountain girls at 201 really became involved during the holidays. At Thanksgiving they dressed up as Pilgrims and Indians. — Marge Banning

Green Bay, Wis., Kresge 222 — 222 welcomes Mary Bellisle, a former Jupiter employee . . . . . Congratulations to part-time employee Gail Teteak who won first place in a sewing contest. — Elaine Borremans

Fargo, N. D., Kresge 231 — Employees recently welcomed Manager Milton B. Fredrickson . . . . Merchants and the retail section of the Chamber of Commerce sponsored Downtown Value Days. — Grace Torgerson

Scott Calabouno, 4095, Joliet, Ill., poses as the red-suited Mr. Claus.

* * *

Rockford, Ill., Kresge 318 — Two tables filled with food a'plenty were thoroughly enjoyed by employees at the Christmas party . . . . . Employees contributed Christmas gifts to a needy mother and her six children. — Norma Hallberg

Omaha, Neb., Kresge 326 — Staffers had a superb smorgasbord in the store lounge before Christmas. — Bernice Swanson

Des Plaines, Ill., Kresge 429 — Robert V. Cook is new manager. Eugene R. Keppler, former manager, was promoted to 585, Lincoln, Neb. . . . . Family Shopping Night was a tremendous success with sales beyond expectations . . . . . Assistants Thomas G. Hannon, Thomas S. Horton and Paul Feller led employees in decorating and organizing Christmas merchandise early. — Jean Stanley

Wausau, Wis., Kresge 493 — 493 employees enjoyed a Christmas breakfast at the store fountain. A holiday dinner-party was held in January. — Adeline Spychalla

New Year Abounds With Activities at 554

Moline, Ill., Kresge 554 — Christmas festivities included a party complete with entertainment . . . . . Assistant Wayne A. Nassiff was relocated at 220 in Evanston, Ill. New Assistant is Frederick Davis . . . . . Mark Johnson, stock room, answered a call from Uncle Sam and is now in basic training. — Judie Kelderman

Jennings, Mo., Kresge 555 — January Linen Sales helped make this store a one stop shopping trip. — Regina Evett

Eau Claire, Wis., Kresge 607 — Linda Rader is the newest member of the staff. Everyone is sorry to see Tom Rzepiejewski leave the fold. — Ruby Miles

Decatur, Ill., Kresge 641 — A potluck Christmas dinner was served to employees, managers and their familles . . . . . The most jovial man of all, Santa Claus, gave out gingerbread men to children in the store. — Evelyn Norman

Mason City, Ia., Kresge 692 — Manager Chester A. Nicholson and his wife were honored at a breakfast upon their 25th wedding anniversary. — Nellie Fecken

Minneapolis, Minn., Kresge 694 — Employees enjoyed a Sunday evening dinner at a restaurant before the holidays and a smorgasbord and gift exchange the day before Christmas. — Lila Juntilla

Dubuque, Ia., K mart 4018 — 4018 put the finishing touches on the old year with a wonderful Christmas dinner. — Donna Lucas

Fashion Department Takes On New Look at 4041

Sioux Falls, S. D., K mart 4041 — Cheryl Ridpath, manager of the ready-to-wear department, and her assistant, Lynn Olson, have donned co-ordinating outfits of skirts and blazers with the K mart emblem. The new outfits add to the appearance of the store. — Judy Stanga

Springfield, Ill., K mart 4048 — Greetings to Gary Patterson, new manager of the jewelry department. Grace Oglesby was appointed food manager. — Marge Strawn

Eau Claire, Wis., K mart 4051 — Snow removal crews were constantly on the move in the parking lot of 4051, especially during the recent blizzards. — Jan Bennett

Joliet, Ill., K mart 4095 — Scott Calabouno traveled around the store incognito — as Santa Claus . . . . . The annual Christmas dinner and gift exchange was a most enjoyable affair . . . . . A Crazy Daze promotion is being planned for Washington's birthday. — Iryne Koenig

Nancy Lynch (l to r), Karen Darley, Jane Hamdorf and Vi McFarland are original flower children from K mart 4041 in Sioux Falls, S. D.

Omaha, Neb., K mart 4130 — 1968 closed out one full year of service to the community by 4130. — Theresa Walker

Aurora, Ill., K mart 4154 — The store reporter wrote a poem substituting appropriate words to the old favorite, The Night Before Christmas. According to this literary achievement, 4154 buzzed with activity during the Christmas season. — Belva Ward

Wichita, Kan., K mart 4171 — Manager Donald R. Goetz was honored at a farewell breakfast upon his transfer to 4148, Hammond, Ind. . . . . 4171 extends a hearty welcome to Manager Doye L. O'Keefe and Assistant Warren Perry.

Kansas City, Kan., K mart 4215 — The Christmas Eve luncheon served in the store was a real treat for everyone. — Peggy Persell

Independence, Mo., K mart 4217 — John Sommerville Jr. replaced Kurt H. Gabriel as manager.

Throngs of Citizens Greet 4221 on Opening Day

Collinsville, Ill., K mart 4221 — A capacity crowd opened up 4221 in November. Manager Hans J. Berres welcomed Assistant James Feuerborn and bid adieu to Darrell Highum who was transferred to 4214 in Des Plaines, Ill. . . . . A joint November-December birthday party was held as the closing event of the year. — Lydia Sheffield

Youngstown, O., K mart 4233— A surprise party and a visit from Santa were the highlights of the Christmas festivities. Mr. Claus was laden with gifts for the manager, assistants and personnel supervisor. Following a gift exchange everyone joined in singing a few tunes. — Amelia Howell

Newton, Ia., Jupiter 4522 — Employees indulged in food and beverage and exchanged presents at the Christmas party. — Sharon Modlin

Minot, N. D., Jupiter 4544 — Increased sales at 4544 tied in with the annual January white goods sale. — Gary Melton

Moline, Ill., Jupiter 4546 — Employees stepped out on the town to celebrate Christmas.

Chicago, Ill., Jupiter 4561 — Employees treated themselves to the Ice Follies.

Clinton, Ia., Jupiter 4584 — Employees at 4584 couldn't cover up their delight over selling 456 blankets during a recent sale. — Eleanor Petersen

Fran Rushman (r) presents an honorable mention award for reporting to Jan Bennett, 4051, Eau Claire, Wis.

* * *

Hammond, Ind., Jupiter 4587 — Assistant Robert Rohrer was pro moted to the regional office. — Helen Heslitt

Chicago, Ill., Jupiter 4600 — A Christmas party for all employee was held at the Candlelight Dinne Playhouse. — Mary Maloney

Chicago, Ill., Jupiter 4613 — A delightful Christmas dinner ende the old year. The new year brough a new assistant, Jerry L. Mollus Assistant Richard Kahle transfer red to 4095, Joliet, Ill.

Holiday Festivity at 4616 Is Co-Hosted by Manager

Springfield, Mo., Jupiter 4616 — Christmas dinner was prepared an served by Lucy Lafferty, Manage William Gibson and his wife Sixty-three employees attended th dinner and party. — Irene Jones

E. St. Louis, Ill., Jupiter 4620 — 4620 welcomes the first K mart i the St. Louis area — store 412 . . . . . District Manager Alvin H Meyer visited 4620 recently.—Ma Wilson

Atchison, Kan., Jupiter 4632 — Cora Genail, Emma Bentley an Thelma Ball received 15-year pin . . . . . Employees swung out a the Christmas party held at Pine view Country Club. — Thelma Bal

Santa is visiting these poor children because of the thoughtfulness of the employees at 318, Rockford, Ill.

Gail Lyman puts in his order to Santa Claus, alias Cecil Royce, during a party at 4154 in Aurora, Ill.

South Activates a New Year

4087, Florence, Ala., is a wondrous fairyland for these poor children who could inspect the counters and choose one Christmas present for each member of their family, compliments of 4087 and Florence Jaycees.

• • • • • •

Newport, Ky., Kresge 139 — Gifts were exchanged at the Christmas breakfast . . . . . Buyer John J. Haller, former employee of 139, surprised the store with a visit. — Vera Meyer

Danville, Va., Kresge 342 — 342 extends a warm welcome to Assistant Manager Wayne Tuttle . . . . . Employees and their invited guests enjoyed the Christmas party held at the Green Barn on December 15. Wanda Guill arranged the entertainment. — Hazel Carter

Brainstorm Brings Profit Thanks to 414 Employee

Baltimore, Md., Kresge 414 — Sarah Snyder designed a beautiful pair of lamp shades out of left-over curtain valances, old lamp shades and ribbons. Sarah's masterpieces inspired customers to buy valances and make shades . . . . . Valerie Johnson, wife of Manager Harvey N. Johnson, provides home baked cakes for monthly birthday parties. Thanks to Mrs. Johnson for preparing the Christmas buffet lunch . . . . . A recent reply to a refund follow-up card read: "It's certainly a privilege and pleasure to know people who go out of their way to help people." – Margaret Lynn

Bedford, Ind., Kresge 483 — A Christmas dinner and gift exchange were the prelude to a wonderful holiday season for 483 . . . . . Congratulations to former Manager Emil R. Olson who was promoted to the position of sales promotion manager of Division II for Kresge stores. — Dolores Bridges

Marietta, O., Kresge 541 – *The Marietta Ohio Times* published a letter from a member of the National Campers and Hikers Association commending employees of 541 for their friendliness. A group of campers was impressed with the royal treatment received at 541.

Sarah Snyder, 414, Baltimore, Md., displays her hand-made lamp shade.

Rockville, Md., Kresge 691 — The holiday season was made even more enjoyable with a store party and open house at Manager John McBride's home.—Colus Matthews

707 Awaits Mardi Gras With Supply of Souvenirs

Metairie, La., Kresge 707 — 707 is making preparations for the celebration of New Orleans' world famous Mardi Gras in February. Tourists will be offered a wide selection of costumes and trinkets as souvenirs. All businesses in town will close the day of the festival and partake in the parade of floats through the French Quarter in downtown New Orleans. — Evelyn Crespo

Thomas Beheler and Gertrude O'Neill of 4104, Roanoke, Va., will portray Mr. and Mrs. George Washington at K mart's G. W. Birthday.

• • •

Atlanta, Ga., Kresge 713 — Christmas Eve began with a store breakfast followed by a gift exchange. Later, employees were served a buffet luncheon. — Virginia Bruce

Bradenton, Fla., Kresge 728 — Esther Morton, head of the lingerie department, hosted an employee Christmas party at her home. Everyone enjoyed an old-fashioned sing-along. — Edith Furnish

Birmingham, Ala., Kresge 765— A festive Christmas party was thrown for employees by Manager Carl R. Newman. Also attending the party at the Luau Restaurant were employees of 772 and 732. Bookkeeper Nell Whitman provided the entertainment for the evening by reciting her version of "The Night Before Christmas". — Marie Butler

South Houston, Tex., K mart 4024 — Employees were treated to breakfast and had a gift exchange before Christmas. — Janell Carr

4042 Plans Festivities As a Tribute to George

Fredricksburg, Va., K mart 4042 — 4042 is nestled in the heart of Fredricksburg, Va., the boyhood home of George Washington. To help celebrate his birthday on February 22, 4042 will participate in a great sale sponsored by the Chamber of Commerce and area merchants . . . . . Greetings to Assistant Jeffrey L. Nutt . . . . . Sales were excellent during the three-day Krazy Daze. — Charlotte Tyree

Alexandria, La., K mart 4063 — 4063 will have a "Suddenly It's Spring" party in February to kick off spring sales. — Mary Pugh

Atlanta, Ga., K mart 4072 — A Christmas dinner for employees was a great success, thanks to Manager George H. Glassmeyer. Edith Westbrooks was hostess . . . . . Checkers of the month are Mary McBrayer and Margaret Garret. — Marjorie Newman

Houston, Tex., K mart 4080 — Employees got together for Christmas festivities at the snack bar. Lots of laughs were exchanged along with the gifts . . . . . Assistant managers, department heads, stockmen and licensees played their first basketball game in January. — Eileen Matlock

4087 Works with Jaycees To Brighten a Christmas

Florence, Ala., K mart 4087 — The Florence Jaycees and 4087 teamed up to make Christmas a little happier for some underprivileged children. A bus load of boys and girls were guided through the store by an assistant and were allowed to take one item for each member of their family. The biggest reward 4087 employees received in return for their thoughtfulness was the sight of happy smiles on the children. — Madge Hall

Houston, Tex., K mart 4094 — Lillian Gorman sent her own version of "The Night Before Christmas" to the KRESGE NEWS. Her story tells of a booming Yuletide business. — Mattie Lou George

Roanoke, Va., K mart 4104 — Several singing groups performed at 4104 and thrilled the crowds with their merry tunes . . . . . Thomas C. Beheler, junior assistant, and Gertrude O'Neill are prepared to greet customers as George and Martha Washington on George's birthday in February . . . . Ronald Barnett joined the staff as manager trainee. — Nancy Chambers

Charlotte, N. C., K mart 4137— An abundance of food was served at the Christmas party held in the store. The buffet was just what employees needed to give them an extra boost on the floor. — Margaret McGee

Staffers Present Neumann With Proverbial Gift

Cincinnati, O., K mart 4173 – Manager Albert Rupert and Gypsy Stacy, snack bar manager, arranged a lovely Christmas party. Assistant Adolph Neumann received miniature carpets to go along with the old saying "to be called on the carpet." – Judy Griddle

4259, Ft. Worth, Tex., employees are enjoying the Christmas party just as much as these orphaned children, who opened their presents with glee.

Manager Jack Hall, 4259, Ft. Worth, Tex., and Evelyn Gates smile for a photo with the orphans who were guests of honor at the Christmas party.

• • • • • •

Louisville, Ky., K mart 4180 — A new bowling league consists of six teams. Officers of the keglers are Paul Burns, Fred Rice and Patty Woosley . . . . . Sonny Evans, of the receiving department, recently cut a record and hopes to have his jam placed in K marts everywhere. — Jean Shelton

Pinky is a well-traveled Cavie indeed. He was born in Peru, raised in Michigan and at the moment is resting at 4188, Charleston, W. Va.

• • •

Charleston, W.Va., K mart 4188 — Pinky the Cavie (a member of the guinea-pig family) was special guest at 4188. An audience of K mart shoppers were captivated by Pinky's performance. This little beast came all the way from Peru to take part in a science test at the University of Michigan, but ended up in Charleston . . . . . Roger Baumgartner was given a camera outfit as a farewell gift. He transferred to 4153 in Cincinnati, O. — Danny Dunn

Evansville, Ind., K mart 4226 — Ruth Dartt of the pet department claims Joe the Mynah bird is the most popular of the store's feathered creatures . . . . . Bob Johnson is back with 4226 after a tour of duty with the Navy. — Ruby Jones

Tampa, Fla., K mart 4245 — The opening of 4245 was well received by throngs of shoppers. — Virginia Beesley

Charlotte, N. C., K mart 4251— The long-awaited Midnight Madness Sale was a tremendous success. — Jewel Hopkins

Ft. Worth, Tex., K mart 4259 — 4259 celebrated Christmas by inviting nine children from a local orphans' home to the store party. The children were delighted with the toys they received and all the food they could eat. — Brenda Hughes

Hurst, Tex., K mart 4267 — An all-day luncheon was served in the store to help celebrate Christmas. Everyone enjoyed sharing gifts and listening to relaxing music during the festivity . . . . . 4267 was honored with visits from Harry B. Cunningham, chairman and president, and Emery Larson, sales promotion manager of discount stores. — Lorie Hailpern

Norfolk, Va., Jupiter 4627 — Staffers got into the Christmas spirit by exchanging presents and enjoying a holiday feast on Christmas Eve. — Mable Sutton

Festive Season Lingers in West

Rapid City, S. D., Kresge 671 — Margaret Gibson, department head, was appointed Right Supporter to the Vice Grand of Unity Rebekah Lodge #47 . . . . . 671 furnished plenty of treats for the Christmas party held in the lounge. — Margaret Gibson and Goldie Lutz

Tustin, Calif., Kresge 709 — Employees dined and danced at the store Christmas party held at the Royal Roman Inn.—Lucy Guturez

Vallejo, Calif., Kresge 712 — 1969 should be a good year for 712 with all the exciting events employees have planned. First on the calendar is a gigantic sale on George Washington's birthday. — Betty King

MacGregor Is Injured While Pursuing a Thief

Hawthorne, Calif., Kresge 718— David MacGregor found out the hard way that crime certainly does not pay. David chased a shoplifter outside of the store and in his haste, fell. He is now suffering from a sprained wrist . . . . . Welcome to Trainee Lester Thomas. — Inez Wheeler

San Diego, Calif., Kresge 726 — Employees were well pleased with a breakfast cooked and served by Senior Assistant Thomas Watkins and Assistant Roy Chevaz.

El Paso, Tex., Kresge 752 — Employees at 752 decided to try something different for Christmas — a progressive party. Three employees' homes served as the evening's stomping grounds . . . . . Big plans are being made for a George Washington Sale in February. — Maureen Maker

This flapper, Sherry Clark, 4239, Los Angeles, Calif., greets customers during the store's anniversary.

Tucson, Ariz., Kresge 759 — 759 had a table laden with tempting treats to celebrate Christmas. Employees enjoyed the all-day pre-holiday feast . . . . . Plans are in the making for promotions to be held on George Washington's birthday and Easter . . . . . The new year began with a party at the home of Hattie Cameron.

Las Vegas, Nev., Kresge 764 — Ronald Guitard threw a Christmas party which most of the staffers attended . . . . . Everyone enjoys the pot luck luncheons held every month in the lounge. — Marie Thomas

Oakland, Calif., Kresge 778 — The gang at 778 wound up a holiday season of good tidings and joy and is eagerly anticipating the forthcoming year, especially all of the sales that are planned.—Eileen Ofinowicz

Westminster, Calif., K mart 4037 — 4037 bids Frank Harvey, merchandising manager, a fond farewell and best of luck in his position at the regional office in Los Angeles. — Esther Wickham

Casper, Wyo., K mart 4069 — Ronald Dejaeghere was honored at a store meeting on his first visit as district manager. Mr. Dejaeghere, a former manager of 4069, was presented with a whip "to keep things going".

4078 Jointly Sponsors Children's Sweepstakes

Boise, Ida., K mart 4078 — 4078 and McDonald's Drive-In sponsored "A Child's Dream Sweepstakes" in which the grand prize winner was four-year-old Naomi Moehlman of Ontario, Oregon. She won a beautiful Huffy bicycle and all the toys she could carry to the check-out counter in five minutes. Station KBOI-TV filmed the occasion with a photographer from the *Idaho Statesman Newspaper* taking pictures. Second place winner was Chris Miller who won a Revell Home Raceway Set. Gary Pointt won the third place prize of a Magnus Chord Organ. A coaster wagon was presented to Michelle Dugan as fourth prize . . . . . The annual Christmas party was held on December 13. — Barbara Armstrong

Colorado Springs, Colo., K mart 4088 — Ray Herbst, manager of 4088, presented a suggestion certificate of award and a check for 15 dollars to Peggy Callahan, credit supervisor. Peggy's suggestion will make credit work more pleasant all over the country. — Ila Spaulding

As first prize in the "Child's Dream Sweepstakes" sponsored by 4078, Boise, Ida., four-year-old Naomi Moehlman is entitled to all of the toys that she can carry to the check-out counter within five minutes.

Employees of 4069, Casper, Wyo., present former manager Ronald Dejaeghere, now district manager, with a whip to keep people in line.

Demonstrators representing several companies at 4078 in Boise, Ida., are (left to right) Cheryl Strandt, Peggy Schreiner, Shirley Hough and Sharon McCullough.

Ray Herbst, manager, 4088, Colorado Springs, Colo., presents Peggy Callahan, credit supervisor, with a certificate of award for her prize-winning suggestion.

* * *

Visalia, Calif., K mart 4092 — The Christmas party at 4092 began with a gift exchange, food and beverages and piles of fresh fruit served in the lounge throughout the whole day. Special guests for the day were employees of the K mart food stores. — Faye Roberts

Sacramento, Calif., K mart 4117 — 4117 welcomes Rick Cerato and Steve Brown as manager trainees. Dave Duchene, manager of jewelry, has been transferred to the new Rialto K mart. Taking over the managership is Danny Gillette. — Lavonne Geren

4129 Is Melting Pot Of Surrounding Stores

Arvada, Colo., K mart 4129 — 4129 had its grand opening in November. The ribbon was cut by Manager John Earley. There's a new crop of people at 4129. Assistant Manager Richard Class was transferred from 4101, Lakewood, Colo., to become 4129'c merchandising manager. Also from 4101 is Personnel Manager Dorothy Hoffman. The new operations manager is John Thuman from 4121, Denver. And fresh from 784, Boulder, is assistant Charles Folden. — Barbara Kaiser

Englewood, Colo., K mart 4131 — The annual Christmas party was held at Wolhorst Country Club. The diners enjoyed an evening of feasting and dancing. A buffet luncheon was served in the lounge for everyone to enjoy on the day before Christmas . . . . . Congratulations to Ted Becker, 4131's fearless security officer, for apprehending a couple for shoplifting. The couple was wanted in other states for armed robbery. — Marcella Gaffron

Spokane, Wash., K mart 4147— Robert Drinkard, junior assistant at 4147, has been promoted to assistant manager and transferred to 4282, Industry, Calif. — Gary Squires

Boulder, Colo., K mart 4181 — Spirits were up at the Christmas party and luncheon on December 24. Gifts were given to employees whose clock numbers were drawn out of a hat. Manager Thomas McCarthy received a beautifully engraved sterling silver beer stein and Assistants Robert Spicknall, William Becker and Gary Morley were given special gifts. Al Thomas, head stockman, was presented with a Butane lighter in appreciation for all his kindness and helpfulness during the hectic Christmas rush. — Orvella Ihle

El Paso, Tex., K mart 4205 — A dinner-dance Christmas party was held at the Roadway Inn on December 15. — Charlotte Smith

The saga of 'Peanuts' is acted out at 4131, Englewood, Colo., by (left to right) Martha Groves, Darlene Slyter, Enid Herdener, Doris Kirton, Cleo Phoads. Portraying the famous Charlie Brown is Carol Beazley.

Staffers imitate everything from hippies to hula girls, like Vita Apana, to help celebrate the first anniversary of 4239 in Los Angeles, Calif.

* * *

Seattle, Wash., K mart 4225 — Mr. S. Claus brought some nice gifts to 4225 during the Christmas party . . . . . 4225 will celebrate its first birthday in February. — Pinky Osborn

Anniversary Is Celebrated With 4239's Great Put-on

Los Angeles, Calif., K mart 4239 — 4239 employees celebrated the store's first anniversary with a two-day costume party. Customers were greeted by hula girls, hippies and yippies, cowboys and a multitude of imaginative characters. Manager Donald W. Fritz provided a tasty banquet in the lounge for all employees. — Karen Woodworth

Northridge, Calif., K mart 4240 — Everyone is looking forward to high volume in 1969.—June Kozad

Escondido, Calif., K mart 4252 — Milt Lomask, manager of the appliance department, revealed that he is the father of a puppet! He explained his son, Lee Lomask, 16 years old, has played the character Pinocchio at Disneyland for the past two years and is the youngest Pinocchio Disneyland has had. Lee is busy as a junior at Anaheim High School as well as keeping up his schedule as the most famous puppet of all time. — Bill Cheney

Tacoma, Wash., K mart 4253 — 4253 is pleased to announce the arrival of Thomas Rutkowski as assistant manager. — Connie Kraft

Salt Lake City, Utah, K mart 4273 — Ribbon-cutting ceremonies on November 14 opened 4273.

Anniversaries

"A Company Is Known by the People It Keeps"

45 Years

Emma Chapman, January 26, Sales, 56, Louisville, Ky.

35 Years

R. W. Shearer, February 2, Assistant to the Manager, 4050, Johnson City, Tenn.

Anna Siwak, January 2, Janitress, Detroit Office

Esther Murray, January 20, Personnel Supervisor, 420, Manitowoc, Wis.

30 Years

E. E. Wardlow
February 28
Vice President
Detroit Office

Beatrice Wilson
February 1
Floor Supv.
360, Toledo, O.

J. T. Porter
February 2
Mdse. Manager
Midwestern Region

Avila Richmond
January 1
Merchandise Supv.
2, Port Huron, Mich.

R. J. Young
February 11
Vice President
Midwestern Region

Vera Geistlinger
February 2
Food Sales
24, St. Louis, Mo.

Catherine Chamberlain
February 10
Bookkeeper
198, Ironwood, Mich.

H. W. Wessling
February 7
Manager
226, Calumet, Ill.

25 Years

Irene Pelton
February 26
Bookkeeper
499, Traverse City, Mich.

Ruth Allen
January 31
Food Manager
207, Harrisburg, Ill.

Beatrice Schofield
January 13
Matron
Detroit Office

Mildred Grose
February 26
Personnel Supv.
4537, Terre Haute, Ind.

Molly Wuest
January 5
Stockwoman
181, Oshkosh, Wis.

Evelyn Loviska
February 3
Office
465, Grosse Pointe, Mich.

Esther Tychanski
February 11
Baker
420, Manitowoc, Wis.

Sylvia Jones
January 7
Office
4537, Terre Haute, Ind.

Eveline Kast, January 11, Marking Woman, 4542, Beloit, Wis.
Mildred Tushick, January 11, Stockwoman, 599, Chicago, Ill.
Genevieve Rickwood, February 2, Sales, 1, Detroit, Mich.
Phyllis Berry, February 4, Secretary, Detroit Office
Doris Seward, February 5, Sales, 4585, St. Louis, Mo.
Adeline Theobald, February 6, Sales, 2589, Kokomo, Ind.

Kresge News

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January-February, 1969 Vol. 27, No. 1

ANN C. WOLFF, *Editor*

MAGGY BOUCARD, *Assistant Editor*

KRESGE NEWS is published ten times a year by the S. S. Kresge Co., 2727 Second Avenue, Detroit, Michigan 48232, in the office of Lee W. Zane, vice president for employee relations and store personnel.

Circulation 63,000

Member of International Council of Industrial Editors

Kresge Counters Offer The Latest in Fashions

Ready - to - wear department heads in Kresge stores have the very latest in fashions on their counters with more of the same coming their way for Easter, spring and summer. The men behind this smart merchandising are the ready-to-wear buyers at the Detroit Office.

Senior Buyer John E. McCabe has selected a line of long pants with emphasis on the newest look—bell bottoms. "High-fashion houses are promoting bell bottoms from 18 to 26-inches," said Mr. McCabe. "We are offering our customers bell bottoms in 18 to 22-inches because these have proved to be the best sellers among our clientele."

"Pants are it," he continued, "and no manager dares to be caught without a top assortment now and right through June. That's what I said, right through June. Long pants have attained such spectacular popularity that the entire ready-to-wear industry feels the traditional slack-off-time of April will not hold true this year. Lightweight cotton bells in pastel colors are being worn now and will continue to be worn through the early summer months by women of every age." Mr. McCabe also has pant suits in stores now for early spring promotion.

Buyer Edmund S. Sly has selected a peek-a-boo blouse and shirt assortment for spring and summer. "That's right," said Mr. Sly. "It's the new semi-nude look. We are offering customers voile tops in colorful prints and Leno tops in white and solid colors. Although the assortment includes other semi-sheer fabrics, the voiles and Lenos will be the hottest. Our assortment is in the stores now for our big February shirt and blouse promotion. More tops are sold in February than any other month of the year."

When asked what a lady wears under a semi-nude blouse, Mr. Sly responded: "A bra in a matching color."

Take a Black Lunch Box...

Who ever heard of a lady carrying an old-fashioned metal lunch box to the beach, to the office or to the airport? Or using one to store her precious jewelry or fine cosmetics?

The "in" people, of course, because the plain black metal lunch box has become a glamorous carry-all in the hands of "in" people. They go to their nearest Kresge store where the lunch bucket and an array of spray paints and decals and stick-ons are displayed together to be put together to create colorful, fanciful satchels.

Imaginative ladies are also decorating waste baskets, sewing chests, curler caddies, photo albums . . . you name it and it can emerge from the drabness of just another container to a personalized conversation piece.

The housewares buying staff urges managers to promote all needed merchandise together on an end to make selections easy for "in" shoppers.

Manager Changes

NAME	TO	FROM
R. L. Hough	4121, Denver, Colo.	4121, Co-M, Denver, Colo.
G. G. Giotes	4060, Co-M, Charlotte, N. C.	556, Evansville, Ind.
H. G. Whitaker	*4246, Chattanooga, Tenn.	4060, Co-M, Charlotte, N.C.
L. L. Schaffer	*4282, Industry, Calif.	4239, Co-M, Los Angeles, Calif.
J. J. Pfizenmayer	*4284, Rialto, Calif.	4037, Co-M, Westminster, Calif.
J. R. Thomas	**4296, Hollywood, Fla.	District Manager

*New K mart stores to open in February
**New K mart store to open in March

Looking Ahead

RUTH BAILEY, Kresge 406, Lorain, O., retired January 1 completing a 37-year career.

VICTOR DETTMER, Ft. Wayne Distribution Center, retires February 1 completing a 16-year career.

MARTHA GUTOWSKI, Jupiter 4569, Green Bay, Wis., retired January 1 completing a 16-year career.

ALICE JONES, Kresge 88, Belleville, Ill., retires February 1 completing a 41-year career.

BERTHA KUEHNLE, Kresge 376, Cleveland, O., retired January 1 completing a 12-year career.

EMMA MILES, Kresge 27, Livonia, Mich., retired January 1 completing an 11-year career.

MARIE SONNTAG, Kresge 169, Two Rivers, Wis., retired December 1 completing a 16-year career.

ELEONORA THIEL, Kresge 656, Skokie, Ill., retired December 1 completing a 17-year career.

IVAH WEYANT, Jupiter 4511, Jackson, Mich., retired January 1 completing a 28-year career.

BESSIE WOOLARD, Kresge 58, St. Joseph, Mo., retired January 1 completing a 17-year career.

LOLA BRATKA, Kresge 640, Columbus, O., retired December 1 completing a 10-year career.

BEULAH CAVE, Kresge 109, Lincoln, Neb., retired November 1 completing a 19-year career.

GLADYS CLARKE, Kresge 484, Newburyport, Mass., retired November 1 completing a 16-year career.

MARIE COWAN, Kresge 231, Fargo, N. D., retired November 1 completing a 32-year career.

LYDIA DENNISON, Kresge 82, Kansas City, Mo., retired January 1 completing a 38-year career.

RUSSELL DUKES, RE-120, Canton, O., retired January 1 completing a 23-year career.

MARGUERITE HARLAND, Kresge 164, Canton, Ill., retired January 1 completing a 19-year career.

MARGARET McNEEL, Kresge 606, S. Euclid, O., retired January 1 completing a 13-year career.

JENNE NORDSTROM, Kresge 155, Detroit, Mich., retired October 1 completing a 14-year career.

NELLIE PELLING, Kresge 177, Elgin, Ill., retired November 1 completing a 24-year career.

DONALD RAY, Ft. Wayne Distribution Center, retired January 1 completing an 18-year career.

In Memoriam

Sympathy goes to the families of these Kresge friends who have passed away:

STEPHANIA KORBUT passed away November 27 in Hamtramck, Mich. She retired in 1952 from the Detroit Office.

JOHN WILKS passed away November 29 in Cleveland, O. He retired in 1961 from Kresge 28, Cleveland.

JOHN R. LIGHTFOOT passed away December 6 in Detroit, Mich. He retired in 1959 from the Detroit Office.

SARAH A. KIDDER passed away November 23 in Battle Creek, Mich. She was employed at Kresge 21, Battle Creek.

MARY E. MARSHALL passed away October 24 in Manitowoc, Wis. She was employed at Kresge 420, Manitowoc.

OWEN RUFUS HETHER passed away November 7 in Troy, Mich. He retired in 1956 from Kresge 13, Pontiac, Mich.

CHARLES BARLL passed away September 23 in Pittsburgh, Pa. He was employed at K mart 4055, Pittsburgh.

McGRADY STAULCUS passed away November 16 in Augusta, Ga. He was employed at K mart 4135, Augusta.

ELEANOR A. RISCH passed away in December in Cleveland, O. She retired in 1960 from Jupiter 4567, Cleveland.

VIRGINIA WOOLLARD passed away November 19 in Parkersburg, W. Va. She was employed at Jupiter 4521, Parkersburg.

LILLIAN MARTIN passed away December 10 in Detroit, Mich. She was employed at Kresge 166, Detroit.

MARIE G. CHAPMAN passed away November 21 in Detroit, Mich. She retired in 1955 from Kresge 1047, Michigan City, Ind.

JUANITA BRIDGER passed away December 26 in Decatur, Ill. She retired in 1968 from Kresge 201, Decatur.

MYRTA PAULL passed away December 24 in Detroit, Mich. She retired in 1962 from Kresge 1, Detroit.

JAMES E. DOYLE passed away December 10 in Falls Church, Va. He was manager of Kresge 54, Washington, D. C.

KENNETH HORNIK passed away December 27 in Southfield, Mich. He was employed at K mart 4074, Southfield.

DOREEN STATTON passed away December 27 in Syracuse, N. Y. She was employed at Kresge 278, Syracuse.

AMANDA HEISER passed away December 21 in Hazelton, Pa. She was employed at Kresge 143, Hazleton.

LUCY KILPATRICK passed away December 14 in Philadelphia, Pa. She retired in 1954 from Kresge 341, Washington, D. C.

ELOISE KLARCHEK passed away December 27 in Wausau, Wis. She was employed at Kresge 493, Wausau.

CLYDE CASEY passed away December 3 in Baytown, Tex. He was employed at K mart 4013, Baytown.

THEODORE W. PARKER passed away December 21 in Indianapolis, Ind. He retired in 1965 from Kresge 7, Indianapolis.

ROSE BRECHLIN passed away December 21 in Oshkosh, Wis. She retired in 1964 from Kresge 181, Oshkosh.

THOMAS CHRISTMAS passed away December 18 in Charlotte, N. C. He was employed at K mart 4137, Charlotte.

BASIL H. STEPHENSON passed away September 27 in Dallas, Tex. He was employed at K mart 4139, Dallas.

DON BURGHARDT passed away October 11 in Monroe, Mich. He was employed at K mart 4098, Monroe.